



OFFICE OF
THE DIRECTOR

UNITED STATES INFORMATION AGENCY
WASHINGTON

February 11, 1963

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CIA HISTORICAL REVIEW PROGRAM
RELEASE IN FULL 1995

MEMORANDUM FOR

THE DIRECTOR
CENTRAL INTELLIGENCE AGENCY

SUBJECT: Presidential Statement of USIA Mission

On January 25, the President sent me a memorandum defining the mission of the U.S. Information Agency. This Statement of Mission replaces that issued by the President on October 24, 1953.

Because of the significance of the President's memorandum to those departments and agencies concerned with the conduct of U.S. foreign affairs, I am sending you herewith three copies for the information of you and your staff.


Edward R. Murrow
Director

Attachments.

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January 25, 1963

MEMORANDUM FOR

THE DIRECTOR
UNITED STATES INFORMATION AGENCY

The mission of the United States Information Agency is to help achieve United States foreign policy objectives by (a) influencing public attitudes in other nations, and (b) advising the President, his representatives abroad, and the various departments and agencies on the implications of foreign opinion for present and contemplated United States policies, programs and official statements.

The influencing of attitudes is to be carried out by overt use of the various techniques of communication -- personal contact, radio broadcasting, libraries, book publication and distribution, press, motion pictures, television, exhibits, English-language instruction, and others. In so doing, the Agency shall be guided by the following:

1. Individual country programs should specifically and directly support country and regional objectives determined by the President and set forth in official policy pronouncements, both classified and unclassified.
2. Agency activities should (a) encourage constructive public support abroad for the goal of a "peaceful world community of free and independent states, free to choose their own future and their own system so long as it does not threaten the freedom of others;" (b) identify the United States as a strong, democratic, dynamic nation qualified for its leadership of world efforts toward this goal, and (c) unmask and counter hostile attempts to distort or frustrate the objectives and policies of the United States. These activities should emphasize the ways in which United States

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THE WHITE HOUSE
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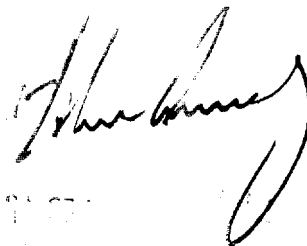
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policies harmonize with those of other peoples and governments, and those aspects of American life and culture which facilitate sympathetic understanding of United States policies.

The advisory function is to be carried out at various levels in Washington, and within the Country Team at United States diplomatic missions abroad. While the Director of the United States Information Agency shall take the initiative in offering counsel when he deems it advisable, the various departments and agencies should seek such counsel when considering policies and programs which may substantially affect or be affected by foreign opinion. Consultation with the United States Information Agency is essential when programs affecting communications media in other countries are contemplated.

United States Information Agency staffs abroad, acting under the supervision of the Chiefs of Mission, are responsible for the conduct of overt public information, public relations and cultural activities -- i.e. those activities intended to inform or influence foreign public opinion -- for agencies of the United States Government except for Commands of the Department of Defense.

Where considered advisable, and except for direct international broadcasts by the Voice of America, the United States Information Agency is authorized to communicate with other peoples without attribution to the United States Government on matters for which attribution could be assumed by the Government if necessary. The United States Information Agency shall, when appropriate, coordinate such activities with the Central Intelligence Agency.



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Executive Registry

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CENTRAL INTELLIGENCE AGENCY

EXECUTIVE MEMORANDUM

OFFICE OF THE DIRECTOR

EXECUTIVE MEMORANDUM No. 79

DATE 11 February 1959

MEMORANDUM FOR:

DEPUTY DIRECTOR (PLANS)
DEPUTY DIRECTOR (INTELLIGENCE)
DEPUTY DIRECTOR (RESEARCH)
DEPUTY DIRECTOR (SUPPORT)
COMPTROLLER
INSPECTOR GENERAL
GENERAL COUNSEL
ASSISTANT DIRECTOR
FOR NATIONAL ESTIMATES

LBK:drm

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As Above

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This memorandum contains information for the addressees. Addressees may give this memorandum additional circulation within their components as required. All copies should be **destroyed** not filed, upon completion of circulation. A master file will be kept in the Executive Director's Office and will be available upon request.

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